



Litter Picks

Electronic Newsletter

January 2007

Virginia Department of Environmental Quality, Division of Environmental Enhancement

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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

Please note our new P.O. Box and Zip Code.

Welcome to Litter Picks, a look at litter prevention news in the Commonwealth and across the nation. We hope that some of this information is helpful to you in your programs, and hope you'll help us with news from your area related to litter prevention and awareness. Had a successful clean up event? Recognized companies or citizens for their clean up efforts? Let us know by sending this information to Sheila Barnett at

smbarnett@deq.virginia.gov.

Do You Have Just One Hour?

This is the question that **the Chesapeake Environmental Improvement Council** asks potential volunteers. Their brochure titled: "You Can Make A Difference In Just One Hour" invites people to become involved in the Great American Clean up, Adopt-a-Spot/Highway, Chesapeake Liberty Garden Program or the CEIC Council or one of its subcommittees.

To see the "You Can Make A Difference in Just One Hour brochure," go to CEIC's web site and click in the brown box on the left side of the screen.

<http://www.chesapeake.va.us/services/depart/park-rec/ceic.shtml>

The Fight Against Blight is on in Louisa County

Louisa County passed an ordinance which becomes effective on January 1, 2007 that outlaws junked vehicles, including cars, trucks, trailers, RVs, busses, semi-tractors and motorcycles. If it is inoperable, it must be removed or screened from view.

Louisa County will reward owners for voluntarily getting rid of their junk cars by paying them \$25 per vehicle. Free vehicle pick up is also available to residents from several local towing companies.

For more information, visit the Louisa Clean Community Commission Web Site at:

<http://civic.louisaelectronicvillage.net/louisacc/>

Keeping Shopping Centers Clean

Prince William County has implemented a program that monitors the cleanliness of shopping centers. Anonymous volunteers are assigned to each shopping center and they complete a survey for the Prince William Clean Community Council on the cleanliness of shopping centers. The Council scores the surveys and keeps the shopping center managers informed of survey results and any concerns brought forth by volunteers. At the end of the year, the shopping center with the highest score will receive the Council's Clean Shopping Center Award.

Contact Brenda Evans, Executive Director of the Prince William Clean Community Council, bevans@pwcleanCouncil.org or (703) 792-6272

Did You Know?

- ✓ The Virginia Council for Litter Prevention and Recycling will hold their next meeting on Thursday, January 18, 2007 at 10:30 a.m. in the Henrico Training Center, Room at Parham and Schrader Roads, Glen Allen, VA (Richmond area). Contact Clara Mills at (540) 507-7709 or cmills@spotsylvania.va.us
- ✓ The Environment Virginia Conference will be held April 10 – 12, 2007 in Lexington. Early registration ends on February 2, 2007. www.environmentva.org

Congratulations KAB Winners!

Four Virginia organizations were recognized at the 2006 Keep America Beautiful National Awards Ceremony in December, 2006. They are as follows:

Beautification & Community Improvement

1st Place Government Agency - **City of Chesapeake**

Distinguished Service Citation – Government Agency – Fort Monroe

National Awards for Litter Prevention

2nd Place – Youth Group/School – Kentuck Elementary School, Ringgold, VA

Distinguished Service Citation – Government Agency – **Spotsylvania County**

For a complete list of award winners, go to the Keep America Beautiful web site at: <http://www.kab.org/>

2006 Love-a-Tree Educator Resource Kits are Available

Love-a-Tree 2006 "Virginia's Natural Resources: Then and Now...1607-2007" This year's kit includes a teacher resource guide complete with lesson plans and activities, a poster on the John Smith Trail on the James River, and a video recounting John Smith's historic exploration of the Chesapeake Bay. Aimed at VA Studies (Target audience: is 4th grade Social Studies. Educators from the Virginia Resource-Use Education Council and National Geographic developed the contents. For more information visit www.deq.virginia.gov/education/loveatree.html).

Litter Picks Continued

Check it Out!

The **Hampton Roads** Clean City Commission has a brochure to advertise their Adopt-a-Spot program. It explains the theories of why people litter, how litter hurts the community, and why the Adopt-a-Spot program works to lessen the amount of litter that will accumulate in a spot. Go to the following website: <http://www.hampton.gov/hccc/aas.html> and scroll down to the next to last paragraph and click on the word "brochure" that is blue.

The Day the Trash Came Out to Play Program

Megan Brown, the Litter Manager for Henrico County, submitted the following article about a popular litter program that has taken place in the fall of 2006. She writes:

Keep Henrico Beautiful School Holiday Program

"What is litter?" This question was posed to 122 Kindergarten, 1st, and 2nd grade classrooms in Henrico County this holiday season as part of Keep Henrico Beautiful's ongoing educational outreach efforts. Enthusiastic answers to this question ranged from, "bottles on the ground" to "that stuff for cats." Following this vocabulary lesson (which also included the words, "trash", "recycle", and "re-use"), students listened to the story, The Day the Trash Came Out to Play, by David M. Beadle. This colorfully illustrated book gives a fun account of a town gone dirty, by the mishap of one littering boy. To the delight of the students, the story ends positively with the town cleaning up and building a recycling center. To finish off the program, each student was treated to his or her very own recyclable and reusable gift bag. The students decorated the bags with holiday stamps and markers. Promises to re-use the bags again and again echoed in each classroom.

Because of the overwhelming response to this program, Keep Henrico Beautiful plans to offer a similar program to classrooms in the spring. If you would like more information on this program, please contact the Keep Henrico Beautiful office at 804-501-7277 or e-mail: bro77@co.henrico.va.us

River Stewardship Day in King William County

More than 145 volunteers participated in the County River Stewardship Day which was held on September 16, 2006. Volunteers collected trash on land and removed it from the Mattaponi and the Pamunkey Rivers. Volunteers collected approximately three tons of trash.

The next River Stewardship Day in King William County will be held on Saturday, June 2, 2007. For more information, contact Kitty Cox, the Litter Prevention Coordinator and the Mattaponi & Pamunkey Rivers Association's Coordinator for River Stewardship Day, at (804) 769-4917 or kcox@kingwilliamcounty.us

The Great American Clean up – Results and Planning

The national Keep America Beautiful's Great American Clean up officially takes place annually from March 1 – May 31.

In 2006, every state in the nation reported pick ups that were associated with the Great American clean up. KAB reports some amazing facts:

- ✓ 2.2 million volunteers worked more than 7.5 million hours and collected 228 million pounds of litter and debris.
- ✓ 10,200 illegal dump sites were picked up.
- ✓ 168,000 miles of roadways were cleaned (approximately enough to go around the circumference of the earth seven times)
- ✓ 3,900 miles of nature trails were picked up.
- ✓ 65,400 acres of park/public lands were cleaned up.
- ✓ 30,000 clean up events were scheduled for 15,000 communities.

KAB lists the following Virginia organizations as being organizers of pick ups in their jurisdictions.

- ✓ **City of Chesapeake**
- ✓ **Clean Fairfax Council**
- ✓ **Clean Community Committee of Gloucester County**
- ✓ **Hampton Clean City Commission**
- ✓ **Citizens For a Clean Lynchburg, Inc.**
- ✓ **Newport News Public Works Department Recycling Office**
- ✓ **Keep Norfolk Beautiful**
- ✓ **Keep Petersburg Beautiful**
- ✓ **Portsmouth Clean Community Commission**
- ✓ **Prince William Clean Community Council**
- ✓ **Richmond clean City Commission**
- ✓ **Keep Spotsylvania Clean**
- ✓ **Keep Suffolk Beautiful**
- ✓ **Frederick County Clean Sweep**

If your jurisdiction is interested in participating in the Great American Clean up, contact KAB or one of the Virginia Litter Managers of a program listed above to get more information.

<http://www.kab.org/>

Giving Trash a New Life

What can you do with the remains of Halloween trinkets, bottle caps, ketchup cups and other types of items that normally don't get a second life?

Students at Fieldale Collinsville Elementary School participated in an art contest that was sponsored by the **Gateway Streetscape Foundation** and students used such items to create a purple Pinocchio, a Virginia Tech Hokie Monster, and blooming flowers from aluminum cans.

For more information contact Lois Christensen, Gateway Streetscape Director at 276-634-4674 or gateway@co.henry.va.us

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